Chapter - 6
FINDINGS, CONCLUSION & RECOMMENDATIONS
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Service Quality is based on the following model. It helps to find out the Gap between expectations and perceptions.

CONSUMER

MARKETER
Findings of the study

1. Every the respondents hold their bank account in Public Sector Banks.

2. The majority of the respondents are related with their Public Sector Banks from last 2 to 4 years.

3. A large part of the respondents are Some Times Satisfied with Public Sector Banks.

4. There are many reasons for associated with this Public Sector Banks like but safety gets maximum weightage.

5. Clients Expectations is lesser then their Perceptions regarding to modern equipment in Public Sector Banks. So the concept of service Quality Gap is beneficial.

6. There is a less gap linking the Expectations and Perceptions of PSU Banks clients. Visually appealing physical facilities at Public Sector Banks have not a large impact on customer;

7. Neat and clean appearance of Employees at Public Sector Banks is a next stage for a Gap among the Expectations and Perceptions of clients.
8. PSU Banks don’t complete own promises to perform somewhat by a definite time. So the clients are sometime dissatisfied with the service deliver by the Public Sector Banks.

9. Public Sector Banks employees are not friendly with the client sometimes because they always engaged with the heavy workload

10. In Public Sector Banks the clerical staffs mostly have public interaction they not have any revenue generation targets, so they are not providing a proper services to the regular client.

11. Public Sector Banks don’t have the genuine attention for solve the difficulty of clients and this creates a very large service quality gap.

12. The Public Sector Banks don’t execute the service right the first time. This creates the huge difference (gap) come about among the expectation and perception of clients concerning this.

13. The attitudes of middle level and clerical employees create a huge problem and it creates gap between the expectations and perceptions of client, but the PSU Banks do not tries to make available its service at the occasion it promise to do.

14. In Public Sector Banks the powers are not decentralized, and the branches have no powers to resolve the problems at their own end, they always take approvals and sections from regional or circle offices.
15. In Public Sector Banks Approvals and sanctions are taken from head or regional offices it consumes lot of time.

16. The redressal mechanism of Public Sector Banks is not user or customer friendly, if the customer have any complaint it consumes lot of time to solve.

17. The Public Sector Banks have always error free records and these are always upto date as per the requirement of the customer.

18. The Public Sector Banks records are always as per the date bound, because at this part always legal matter is involved.

19. This research study tried to establish that the staff in the Public Sector Banks doesn’t provide the on time service to the clients.

20. The employees of Public Sector Banks are not completely up to date, because they don’t know about the full details of services provided by bank.

21. There is large gap between the Expectation and Perception about employees PSU Banks not prepared to help the clients.

22. Staff of public sector banks always surrounded by the paper work.

23. The employees not willing to do direct public dealing and try to find solution of problems of the customer.

24. The misbehave of the customer or bad attitude in Public Sector Banks would also create a barrier while taking proper service.
25. The attitude of employees in PSU Banks instills assurance in clients, so that here is a low gap among the expectations and perceptions of clients.

26. Clients of the Public Sector Banks feel safe while doing the transactions with Public Sector Banks, because they think that their money retained with the department of government, when they required they will get their money back without any hazards and this thing tries to reduce the gap between the expectations and perceptions.

27. Recent days, client need better safety with the use of technology, they need speed in their work but without errors.

28. While considering the above point the banks are proving ATM, Internet Banking, Mobile Banking and Online Fund transfer to required client, it also reduce the work load on branches of Public Sector Banks.

29. In present days when both Private and Public Sector Banks are prevailing in the markets, employees of Public Sector Banks are not constantly courteous with client. The expectations and perceptions on this part is very Low.

30. The Public Sector Banks do not give any Individual attention to their customers. The expectation of the customers on this issue will always disappoint the customers while delivering the service quality.

31. Working hours of Public Sector Banks are little bit suitable near to clients expectations
32. The Public Sector Banks don’t gather up the expectations of clients with generate service quality gap and the cause at the back that Public Sector Banks contain not client’s finest happiness at heart.

33. The staff of the Public Sector Banks doesn’t recognize requirements of clients. For this reason the expectations of clients doesn’t satisfied by Public Sector Banks and give an origin toward the service quality gap.

34. Mostly the customers of banking sector have knowledge about the KYC (Know Your Customer) norms, because it is a statutory obligations on banks by the RBI to check and update the KYC of the new and as well as present customers.

35. In KYC the banks required ID and Residence Proof of the customer to check the reliability of the customers, whether the customer is right or not. It helps to locate the benami transaction and transfer of hawalla money (Black Money).

36. Banks deduct charges from customer to provided services to the customer; sometimes the customer is not aware the hidden charges and banks employees are not able to provide the proper information about it to satisfy the requirement of the customer.

37. Every bank have internal system to solve the compliant of the customer this process is always display on the notice board of the branch, but most of the customers are not aware about process of filing a complaint against the branch or employees.
38. Mostly customers are not aware about the process of filling a compliant if ATM machine is not dispensing a cash or Full payment. The bank employees also try to avoid this type of compliant because they not properly know about the status of others banks ATM transactions.

39. The customer of PSU Banks have no knowledge about the basic of banking sector norms and their rights they also not aware about that the banks should not disclose any personal information of the customer, and bank should also provides mandatory fair treatment and honestly dealing with the customers.

40. Public sector banks don’t share your personal information with any department or unauthorized persons.

41. Customers of public sector banks are not properly aware about the TDS deducting, proper percentage and process of getting refund.

42. Public sector banks customers very much aware about the banking Ombudsman schemes running for the protection of customer rights, but employees of public sector banks will not give any knowledge about this.

43. Customer gets information and updates of Ombudsman schemes from bank notice board, hanging a notice on notice board are a statutory obligation to the branches of banks.

44. At present scenario nomination facility is a statutory obligation, every person have to put name of a nominee of the bank account, if any person is not interested to put any nomination then they will submitted no nomination form.
Conclusion

The majority of the clients are not related from a long stretch with their Public Sector Banks and these clients are a few times fulfilled by their Public Sector Banks. The explanations behind relationship with this Public Sector Banks are Safety, Security, Investment Tips, Faith, Individual Attention, Brand Name and Accessibility, however well being and security gets most extreme weightage. So if the client is connected with a specific firm that implies the explanation for this, is one of the above reasons. There is a less service quality gap in regarding the tangibility variable on grounds that the clients’ desires are very little higher than the discernments. Client offers significance to the reliability component and the
desires of clients are much higher than the observations. In the event that we talk regarding the receptiveness than additionally figure profound service quality gap. Assurance is essential measurement of service quality and clients have higher assumptions with respect to this and it makes a colossal service quality gap. The assumptions in regards to the empathy are additionally not to much higher when contrasted with different measurements, so the service quality gap is less when contrasted with different measurements like reliability and assurance.

Each bank have inside framework to unravel the agreeable of the client this procedure is dependably show on the notification leading group of the branch, however a large portion of the clients are not mindful about procedure of documenting a protest against the branch or workers. Generally client is not mindful about the procedure of filling a consistent if ATM machine is not administering a money or Full installment. The bank representatives additionally attempt to stay away from this sort of consistent on the grounds that they don’t appropriately thinking about the status of others banks ATM exchange. At present situation selection office is a statutory commitment, each individual need to put name of a chosen one of the financial balance, if any individual is not intrigued to put any designation then he/she will presented no assignment with the record opening or with KYC structure. Banks deduct charges from client to provide services to the client; from time to time the client is not alert about the hidden charges and banks employees are not able to afford the suitable information regarding it to convince the condition of the client.
Recommendations

1. Public Sector Banks have to focus on the reasons for which customers associated with them and try to provide individual attention. So that customers will associate with the Public Sector Banks for longer period.

2. Public Sector Banks would execute their promise do somewhat by a definite time. So as to the clients feel pleased from the service delivered by the Public Sector Banks.

3. Public Sector Banks would prove the genuine awareness while solve the difficulty of clients, so be aware of content with service provided by Public Sector Banks.

4. Public Sector Banks would do the service accurate and earliest instance.

5. Employees in the Public Sector Banks should tell the customers exactly when the services will be performed and also try to provide the prompt service to the customers.
6. The staff of Public Sector Banks would instill assurance in clients and time after time polite to clients, thus those customers think secure while doing transaction in the Public Sector Bank.

7. The staff of Public Sector Banks would try near answer the question of customers and this helps to reduce service quality gap.

8. All branches, with the exception of little branches ought to have "Enquiry" or "May I Help You" counters either solely or joined with different obligations, situated close to the passage purpose of the banking an account corridor.

9. Time standards for particular business exchanges ought to be shown transcendently in the banking an account corridor.

10. Banks can arrange night counters at the premises of existing branches in urban/metropolitan citie for giving offices to general society past the typical hours of business to achieve change in client service.

11. In request to guarantee reasonable practices in saving money services, Reserve Bank of India had constituted a Working Group to figure a plan for guaranteeing sensibility of bank charges and to consolidate the same in the Fair Practices Code.

12. Banks would mandated to send online cautions to the cardholders for all Card Not Present (CNP) exchanges for the estimation of `5000/ - and above.
13. All questions with respect to ATM fizzled exchanges would be settled by the issue bank and the getting bank from side to side the ATM structure Provider just.

14. All cheque structures ought to be imprinted in Hindi and English. The client might, in any case, compose weights in Hindi, English or in regional or State language.

15. In request to enhance the quality of service accessible to clients in branches, it would be helpful if the location/phone number of branches is specified on the Pass Books/Statement of Account.

16. At the season of opening the records, banks ought to educate their clients in a straightforward way the prerequisite of keeping up least adjust and demanding of charges, if the base offset is not kept up. Any charge exacted thusly ought to be straightforwardly made known not investors ahead of time with one month's notification.

17. Banks should have a very much recorded Customer Grievance Redressal Policy, this approach ought to be shown on the notification leading group of the branches.

18. Banks is required to be a nodal division for client examine in the HO and every scheming workplace, with clients with grievances be able to move toward in the primary case and with the Banking Ombudsman.

19. Banks would encourage setting up Customer Service Committees at branch level. To support a formal channel of correspondence between the clients and the bank
at the branch level, banks ought to make fundamental strides for reinforcing the branch level panels with more prominent contribution of clients.

20. Training of staff in accordance with client service introduction. Preparing in Technical regions of keeping money to the staff at conveyance focuses. Embracing imaginative methods for preparing/ conveyance extending from employment cards to wandering personnel to feature conferencing.

21. Reviewing and enhancing the current security framework in branches to ingrain certainty among the workers and general public.

22. Providing foundation offices by branches by giving specific thoughtfulness regarding giving sufficient space, legitimate furniture, and drinking water facilities.

23. Special facility to pensioners, retired people, senior citizens, handicapped persons and child to be provided.
Limitations of the study

1. Primary information was base research from side to side pre - structured questionnaires suffer starting essential restrictions of opportunity of differentiation among what recorded and what is truth, subject how watchfully the questionnaire have been planned with ground examination have been finished. The similar might be intentionally details with correct belief outstanding to several biasness.

2. Non-availability of sampling outline containing of whole quantity of Public sector banks customers in the preferred districts of Punjab is an additional restriction of the research.

3. Maintenance analysis an absence of branches and banks collection centres of Public sector banks in deep rural and less developed semi-urban areas, the respondents taken from the offices and branch located in cities and district headquarter and urban area’s only.

4. Some in sequence which may have been functional for the research task was not disclosed by the selected Public sector banks due to secrecy and thus, research outcome are based on existing information only.

5. From the time when obtain the estimation of clients the only reason of research, the size of sample was kept restricted to 400 clients of Public sector banks.

6. Occasionally respondents not agreeable to provide the answer of the inquiry of the researcher due time shortage, some of the respondents are just giving a responses for formalities sake, their responses are not correct.
7. Responses are depends upon the behavior of the customer if on particular day he satisfies with their bank work, then their responses will be positive, if not then their responses are shows negative indications.

8. The respondent current behavior is very much important while doing research in the field of banking and finance, because the banking deals with money and money component so safety and security is very much important.

9. In banking sector both private and public sector are prevailing, so importance of public sector banks are more while considering the aspect of security and safety. While considering the aspect of security and safety customer of public sector banks are least concern with the service quality.

10. In public sector banking in rural area the peoples are not aware about the various other services of banks, they only thing that the banks will only deals with the part of depositing and withdrawal of money.
Scope for Future Research

1. The exploration not just adds to the academic information field by replying a portion of the scholastic crevices additionally to the expert fields which help the bank strategy creators and controllers to take up the consistence of corporate management as of genuine concern.

2. There is further degree by extending the span of the example furthermore scope of the issues to investigate the territories of upgrades regarding assessing other stakeholder’s, for example, Board of executives, workers, controllers, clients and investors.

3. The study can likewise be embraced by contrasting the corporate management in banks in different nations.

4. Same examination can be directed by utilizing quantitative technique (client studies, survey) to think about client’s viewpoint on quality and fulfillment.

5. To better sum up the study results, further research could be performed with same ideas however in distinctive Management zones i.e. insurance agencies or telecom industry.

6. Other then management quality, the effect of picture calculates connection with consumer loyalty can likewise be explored for further research in the same region.
Commitment

The research study clarifies the facts of Service quality on purchaser or client loyalty by clarifying their interrelationship. It additionally distinguishes different elements influencing the both builds. Banking firms can embrace different practices as clarified in this study keeping in mind the end goal to enhance the nature of management that can best serve existing and future clients. The association among service quality and user loyalty is not broadly talked about in the writing so future examination should be possible in the same region by utilizing the aftereffects of this study. As the study is done in the banks of two unique nations, the outcomes may be summed up in the saving money part of banking industry.